

## Message Text

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73

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 TRSE-00 SAJ-01 CIAE-00 DODE-00

INR-07 NSAE-00 PA-01 USIA-06 PRS-01 SP-02 PM-04

NSC-05 SS-15 /062 W

----- 045150

R 081740Z DEC 76

FM USMISSION USBERLIN

TO SECSTATE WASHDC 3566

INFO USDOC WASHDC UNN

AMEMBASSY BERLIN UNN

AMEMBASSY BONN

AMEMBASSY LONDON

AMEMBASSY MOSCOW

AMEMBASSY PARIS

CONFIDENTIAL USBERLIN 2636

USDOC FOR BEWT

E.O.11652: GDS

TAGS: BEXP, EALR, EEW, PFOR, FR, GE, GW, WB, UR, UK

SUBJ: SOVIET EXPORT EXHIBITION, WEST BERLIN, NOV26-DEC 5

REF: A) USBERLIN 2594(NOTAL) B) BONN 19929

### 1. SUMMARY:

SOVIET " EXPORT EXHIBITION" HELD IN WEST  
BERLIN NOVEMBER 26-DECEMBER 5 WAS ONLY MILD COMMERCIAL  
SUCCESS, BUT NO DOUBT IMPROVED SOVIET IMAGE, AT LEAST  
AMONG THEIR FRIENDS HERE. SOVIETS INVITED FEDERAL  
PRESIDENT SCHEEL TO SHOW AND ACCEPTED HIS PRESENCE IN  
WEST BERLIN FOR EVENT. CONSIDERABLE VOLUME OF POLITICAL  
PROPAGANDA DISPLAYED DESPITE ALLIED WARNING THAT SUCH  
DISPLAY WAS INAPPROPRIATE.

END SUMMARY.

2. SOVIET CHAMBER OF FOREIGN TRADE, BACKED BY SOVIET  
CONSULATE WEST BERLIN, HELD EXPORT EXHIBITION WITH  
ALLIED PERMISSION IN HALL 17 (4,000 SQ METERS) OF  
BERLIN FAIR GROUNDS (AMK) IN BRITISH SECTOR FROM  
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NOVEMBER26-DECEMBER 5, 1976. SOVIETS HELD LAST SUCH  
EXHIBIT THERE IN 1973.

3. FAIR'S DIRECTOR, PAVEL TSCHERVJZKOV, INVITED FRG PRESIDENT WALTER SCHEEL TO TOUR EXHIBITION. SCHEEL DID SO ON NOVEMBER 29 IN COMPANY OF BERLIN ECONOMICS SENATOR AND MAYOR WOLFGANG LUEDER. IN EXCHANGE FOR PUBLICITY FOR THEIR EVENT, SOVIETS WERE APPARENTLY PREPARED ACCEPT AND EVEN WELCOME PRESENCE OF FRG FEDERAL PRESIDENT IN WEST BERLIN ( REF A).

4. TWENTY-THREE SOVIET FOREIGN TRADE ORGANIZATIONS PLUS SEVERAL OF THEIR WEST BERLIN BUSINESS PARTNERS WERE REPRESENTED. "EXPORT EXHIBITION" WAS IN FACT AN ALL-PURPOSE FAIR DESIGNED TO POLISH RUSSIAN IMAGE WITH WEST BERLINERS. FAIR FEATURED HIGH-TECHNOLOGY ITEMS (MODELS OF ATOMIC REACTORS, EXPERIMENTAL ATOMIC FUSION PLANT, LASER WELDER) FOR WHICH SALES PROSPECTS IN BERLIN ARE VIRTUALLY NIL; SPACE MODELS; CONSUMER ITEMS SOLD ABROAD, HANDICRAFTS; AN ART SHOW; A MOVIE THEATER AND VARIOUS CULTURAL PRESENTATIONS; PLUS LARGE AMOUNTS OF POLITICAL PROPAGANDA MATERIAL IN SEVERAL LANGUAGES AND NUMEROUS GUEST BOOKS FOR FRIENDS TO SIGN. DISPLAY AND DISTRIBUTION OF PROPAGANDA MATERIALS WAS IN SPITE OF ADVICE BY ALLIED KOMMANDATURA, CONTAINED IN LETTER LICENSING VARIOUS MATERIALS REQUIRING AK LICENSE, THAT DISPLAY OF POLITICAL LITERATURE WOULD NOT REPEAT NOT BE APPROPRIATE.

5. SOVIETS SOUGHT TO EMPHASIZE GROWING TRADE TIES WITH WEST BERLIN SINCE FOUR-POWER AGREEMENT. AS RESULT, THEY EXAGGERATED CLAIMS ON NUMBERS OF VISITORS AND AMOUNT OF BUSINESS. THEIR FINAL REPORT LISTS 50,000 VISITORS AND CLAIMS SALES OF 70 MILLION DM. BERLIN SENAT ESTIMATED ONLY 15,000 VISITORS ( PROBABLY CLOSER TO TRUTH). FINAL SALES FIGURES AS YET UNAVAILABLE, BUT 70 MILLION DM APPEARS TO US GROSSLY INFLATED.

6. COMMENT: SOVIET'S IGNORING OF ALLIED STRICTURES ON THEIR POLITICAL PROPAGANDA WILL HAVE TO BE TAKEN INTO ACCOUNT WHEN SOVIETS APPLY FOR A REPEAT OF THIS  
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EVENT. HEAD OF SOVIET FOREIGN TRADE OFFICES IN BERLIN HAS STATED ANOTHER SUCH FAIR WILL BE HELD IN TWO OR THREE YEARS.

7. AIRGRAM ON FAIR FOLLOWS.  
GEORGE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE FAIRS, EXHIBITS, BERLIN QUADRIPARTITE MATTERS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 08 DEC 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** coburnhl  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
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**Office:** ACTION EUR  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 USBERLIN 2594, 76 BONN 19929  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** coburnhl  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 23 APR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <23 APR 2004 by BoyleJA>; APPROVED <16 AUG 2004 by coburnhl>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SOVIET EXPORT EXHIBITION, WEST BERLIN, NOV26-DEC 5  
**TAGS:** BEXP, EALR, EEW, PFOR, FR, GC, GE, WB, UR, UK  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006